

Melrose Avenue at Mary s Underground

DATE: Friday, November 7, 2025
LOCATION: Sydney, New South Wales, AU

Event Description

Melrose Avenue at Mary s Underground is a premier concerts event in Sydney. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: concerts
Importance Rank: 42/100
Expected Attendance: 413 people
Event ID: 8PkFmi7pdY9VES8B6V

Hotel Demand Indicators

ADR Impact Index: 5.1x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 30 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 165 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.
